

## CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

- 1 1. A method for adjusting a price of at least one of a plurality of products,  
2 comprising:  
3 providing an indication of a plurality of products, each of said plurality  
4 of products having an initial price;  
5 providing an indication of an available price adjustment;  
6 providing an indication of a subsidy offer associated with said price  
7 adjustment, said subsidy offer including at least one qualifying action; and  
8 determining a second price for at least one of said plurality of products.
- 1 2. The method of claim 1, wherein said determining a second price for at least  
2 one of said plurality of products includes adjusting said initial price for at least one of  
3 said plurality of products by said price adjustment.
- 1 3. The method of claim 1, wherein said determining a second price for at least  
2 one of said plurality of products includes adjusting said initial price for at least two of  
3 said plurality of products by said price adjustment.
- 1 4. The method of claim 1, wherein said providing an indication of an initial price  
2 for each of said plurality of products and a price adjustment occurs after said providing  
3 an indication of a subsidy offer.
- 1 5. The method of claim 1, further comprising:  
2 receiving an indication of an acceptance of said subsidy offer.
- 1 6. The method of claim 5, wherein said determining a second price for at least

2 one of said plurality of products occurs after said receiving an indication of an  
3 acceptance of said subsidy offer.

1 7. The method of claim 5, wherein said determining a second price for at least  
2 one of said plurality of products occurs before said receiving of an indication of an  
3 acceptance of said subsidy offer.

1 8. The method of claim 1, wherein said determining a second price for at least  
2 one of said plurality of products occurs after receiving an indication of a completion of  
3 said qualifying action.

1 9. The method of claim 1, wherein said determining a second price for at least  
2 one of said plurality of products occurs after receiving an indication of a commitment  
3 to complete said qualifying action.

1 10. The method of claim 1, wherein said determining a second price for at least  
2 one of said plurality of products occurs before receiving an indication of a  
3 commitment to complete said qualifying action.

1 11. The method of claim 1, further comprising:  
2 receiving an indication of a commitment to satisfy said qualifying  
3 action.

1 12. The method of claim 1, further comprising:  
2 receiving an indication of a completion of said qualifying action.

- 1 13. The method of claim 1, further comprising:  
2 verifying completion of said qualifying action.
- 1 14. The method of claim 13, wherein said verifying completion of said qualifying  
2 action occurs prior to said determining a second price for at least one of said plurality  
3 of products.
- 1 15. The method of claim 1, further comprising:  
2 adjusting a second price of at least one of said plurality of products if  
3 said qualifying action is not completed.
- 1 16. The method of claim 1, further comprising:  
2 adjusting a second price of at least one of said plurality of products if an  
3 indication of a completion of said qualifying action is not received within a  
4 predetermined period of time.
- 1 17. The method of claim 1, further comprising:  
2 providing an indication of a record of said second price of at least one  
3 of said plurality of products.
- 1 18. The method of claim 17, wherein said record is provided to at least one of the  
2 following:  
3 a merchant;  
4 a merchant device;  
5 a customer;  
6 a customer device;  
7 a subsidizer; and

8 a subsidizer device.

1 19. The method of claim 17, further comprising:  
2 verifying accuracy of said record.

1 20. The method of claim 17, wherein said record includes an electronic signal.

1 21. The method of claim 17, wherein said record is in electronic format.

1 22. The method of claim 17, wherein said record is provided in tangible form.

1 23. The method of claim 1, further comprising:  
2 receiving an indication of a record from a merchant regarding at least  
3 one of said plurality of products.

1 24. The method of claim 23, further comprising:  
2 verifying accuracy of said record.

1 25. The method of claim 24, wherein said verifying accuracy of said record  
2 includes comparing a price for a product identified in said record with second price of  
3 a product from said plurality of products.

1 26. The method of claim 1, wherein said each of said plurality of products is  
2 associated with a merchant.

1 27. The method of claim 26, wherein said determining said second price of at least  
2 one of said plurality of products is completed by said merchant.

1 28. The method of claim 26, wherein said merchant is a restaurant.

- 1 29. The method of claim 1, further comprising:  
2 providing to a merchant an indication of an acceptance of said subsidy  
3 offer.
- 1 30. The method of claim 1, wherein at least one of said plurality of products is  
2 provided by a restaurant.
- 1 31. The method of claim 1, further comprising:  
2 receiving a customer identifier.
- 1 32. The method of claim 31, further comprising at least one of the following:  
2 receiving a merchant identifier associated with said customer identifier;  
3 and  
4 receiving a payment identifier associated with said customer identifier.
- 1 33. The method of claim 1, further comprising:  
2 providing an indication of a second price associated with at least one of  
3 said plurality of products.
- 1 34. The method of claim 1, further comprising:  
2 providing an indication of an adjustment amount.
- 1 35. The method of claim 34, wherein said providing an indication of an adjustment  
2 amount occurs prior to said determining a second price for at least one of said  
3 plurality of products.
- 1 36. The method of claim 34, wherein said indication of an adjustment amount is  
2 provided to at least one of the following:  
3 a merchant;

4 a merchant device;  
5 a subsidizer;  
6 a subsidizer device;  
7 a customer;  
8 a customer device; or  
9 a controller.

1 37. The method of claim 34, further comprising  
2 receiving an indication of an allocation of said adjustment amount to at  
3 least one of said plurality of products.

1 38. The method of claim 37, wherein said receiving an indication of an allocation  
2 of said adjustment amount occurs before said determining a second price for at least  
3 one of said plurality of products.

1 39. The method of claim 1, further comprising:  
2 allocating an adjustment amount to at least one of said plurality of  
3 products.

1 40. The method of claim 1, further comprising:  
2 determining an adjustment amount.

1 41. The method of claim 1, further comprising:  
2 receiving an indication of a group of products prior to said providing an  
3 indication of a plurality of products.

1 42. The method of claim 41, wherein said indication is received from:  
2 a merchant;  
3 a merchant device;

4 a customer;  
5 a customer device;  
6 a subsidizer; and  
7 a subsidizer device.

1 43. The method of claim 41, wherein said group of products is a subset of said  
2 plurality of products.

1 44. The method of claim 41, wherein said plurality of products is a subset of said  
2 group of products.

1 45. The method of claim 1, further comprising:  
2 receiving an indication of a subsidization of a lowering of an initial  
3 price for at least one of said plurality of products.

1 46. The method of claim 1, wherein said indication of a plurality of products  
2 includes an indication of an initial price for at least one of said plurality of products.

1 47. The method of claim 1, wherein said indication of a plurality of products  
2 includes an indication of an initial price for each of said plurality of products.

1 48. The method of claim 1, further comprising:  
2 providing an indication of an initial price for at least one of said  
3 plurality of products.

1 49. The method of claim 1, further comprising:  
2 providing an indication of an initial price for each of said plurality of  
3 products.

1 50. The method of claim 1, further comprising:

2 receiving an indication of said price adjustment.

1 51. The method of claim 50, wherein said indication of said price adjustment is  
2 received from at least one of the following prior to said sending an indication of an  
3 available price adjustment:

4 a subsidizer;

5 a subsidizer device;

6 a merchant; or

7 a merchant device.

1 52. The method of claim 1, further comprising:

2 determining a subsidization amount.

1 53. The method of claim 52, further wherein said determining a subsidization  
2 amount includes receiving an indication from a subsidizer establishing said  
3 subsidization amount.

1 54. The method of claim 52, further comprising:

2 determining said price adjustment, wherein said price adjustment is less  
3 than or equal to said subsidization amount.

1 55. The method of claim 52, further comprising:

2 allocating said subsidization amount across a plurality of price  
3 adjustments.

1 56. A method for adjusting a total price for a plurality of products, comprising:

2 providing an indication of a plurality of products;

3 providing an indication of an initial total price of said plurality of



4 products and a price adjustment;  
5 providing an indication of a subsidy offer associated with said price  
6 adjustment, said subsidy offer including at least one qualifying action; and  
7 adjusting said initial total price of said plurality of products by said  
8 price adjustment.

1 57. The method of claim 56, wherein said adjusting said initial total price occurs  
2 after receiving an indication of an acceptance of said subsidy offer.

1 58. The method of claim 56, wherein said adjusting said initial total price occurs  
2 after receiving an indication of a completion of said qualifying action.

1 59. The method of claim 56, wherein said adjusting said initial total price occurs  
2 after receiving an indication of a commitment to complete said qualifying action.

1 60. A method for adjusting a price for each of a plurality of products, comprising:  
2 providing an indication of a plurality of products;  
3 providing an indication of an initial price for each of said plurality of  
4 products and a corresponding price adjustment for each of said plurality of  
5 products;  
6 providing an indication of a subsidy offer associated with said plurality  
7 of products, said subsidy offer including at least one qualifying action; and  
8 adjusting said initial price for at least one of said plurality of products  
9 by its corresponding price adjustment.

1 61. The method of claim 60, wherein said adjusting said initial price for at least  
2 one of said plurality of products occurs after receiving an indication of an acceptance  
3 of said subsidy offer.

1 62. The method of claim 60, wherein said adjusting said initial price for at least  
2 one of said plurality of products occurs after receiving an indication of a completion of  
3 said qualifying action.

1 63. The method of claim 60, further comprising:  
2 receiving a request for information regarding a selection of products.

1 64. The method of claim 63, wherein said plurality of products is a subset of said  
2 selection of products.

1 65. A method for adjusting a price for one or more items, comprising:  
2 providing an indication of a plurality of items;  
3 providing an indication of an initial price for each of said plurality of  
4 items and a corresponding price adjustment for each of said plurality of items;  
5 providing an indication of at least one qualifying action associated with  
6 at least one of said plurality of items; and  
7 adjusting said initial price for at least one of said plurality of items by  
8 its corresponding price adjustment.

1 66. The method of claim 65, wherein said adjusting said initial price for at least  
2 one of said plurality of items occurs after receiving an indication of a commitment to  
3 complete a qualifying action.

1 67. The method of claim 65, wherein said adjusting said initial price for at least  
2 one of said plurality of items occurs after receiving an indication of a completion of a  
3 qualifying action.

1 68. The method of claim 65, further comprising:  
2 receiving an indication of a selection of a qualifying action.

1 69. A method for adjusting prices of one or more items available at a restaurant,  
2 comprising:  
3 receiving a request for a list of items associated with a restaurant;  
4 providing an indication of said list, wherein said list includes a plurality  
5 of items available from said restaurant, each of said plurality of items having  
6 an associated initial price and an associated price adjustment available upon  
7 completion of a qualifying action;  
8 receiving an indication of a commitment to complete said qualifying  
9 action; and  
10 adjusting the associated initial price of at least one of said plurality of  
11 items by its respective price adjustment.

1 70. The method of claim 69, wherein said list of items comprises a menu.

1 71. A method for adjusting a price of at least one item available at a restaurant,  
2 comprising:  
3 receiving a request for a plurality of items associated with a restaurant;  
4 providing an indication of said plurality of items, each of said plurality  
5 of items having an associated initial price;  
6 providing an indication of a plurality of qualifying actions associated  
7 with said plurality of items, each of said qualifying actions having an  
8 associated price adjustment;  
9 receiving an indication of a selected one of said plurality of qualifying  
10 actions;  
11 determining an adjusted price for at least one of said plurality of items  
12 using said price adjustment associated with said at least one of said plurality of  
13 qualifying actions; and  
14 providing an indication of said adjusted price for at least one of said  
15 plurality of items.

1 72. The method of claim 71, further comprising:  
2 receiving a verification request.

1 73. The method of claim 72, wherein said verification request includes at least one  
2 item and a price associated with said at least one item.

1 74. The method of claim 73, further comprising:  
2 verifying accuracy of said price associated with said at least one item in  
3 said verification request.

1 75. A method for adjusting prices of at least one item available at a restaurant,  
2 comprising:  
3 receiving a request for a menu of items associated with a restaurant;  
4 providing an indication of said menu, wherein said indication includes  
5 an item available from said restaurant, said item having an associated initial  
6 price and an associated price adjustment available upon completion of a  
7 qualifying action;  
8 receiving an indication of a commitment to complete said qualifying  
9 action; and  
10 determining a second price for said item using said price adjustment.

1 76. A method for adjusting prices of one or more items available at a merchant,  
2 comprising:  
3 receiving an indication of a plurality of items, each of said plurality of  
4 items having an associated initial price;  
5 receiving an indication a second price for at least one of said plurality  
6 of items;  
7 requesting a verification of said second price; and  
8 receiving an indication of a verification of said second price.

1 77. The method of claim 76, wherein the merchant is a restaurant.

1 78. A method for adjusting prices of one or more items available at a merchant,  
2 comprising:  
3 establishing a respective initial price for each of a plurality of items  
4 available at a merchant;  
5 providing an indication of said plurality of items;  
6 receiving an indication of an adjustment in price for at least one of said  
7 plurality of items;  
8 requesting a verification of said price adjustment; and  
9 receiving an indication of a verification of said adjustment in price.

1 79. The method of claim 78, further comprising:  
2 providing an indication of an initial price for at least one of said  
3 plurality of items.

1 80. A method for adjusting the price of an item, comprising:  
2 receiving an indication of a plurality of items, each of said plurality of  
3 items having an initial price;  
4 receiving an indication of a price adjustment;  
5 receiving an indication of a subsidy offer associated with said price  
6 adjustment, said subsidy offer including at least one qualifying action; and  
7 receiving an indication of a second price for at least one of said  
8 plurality of items.

1 81. A method for adjusting prices of one or more items available at a restaurant,  
2 comprising:  
3 providing a request for a list of items associated with a restaurant;  
4 receiving an indication of said list, wherein said list includes a plurality

5 of items available from said restaurant, each of said plurality of items having  
6 an associated initial price and an associated price adjustment available upon  
7 completion of a qualifying action;  
8 providing an indication of a commitment to complete said qualifying  
9 action; and  
10 receiving an indication of an adjustment of at least one of said plurality  
11 of items item initial price by its respective price adjustment.

1 82. A method for allowing a third party to subsidize a price of an item available  
2 from a merchant, comprising:  
3 providing an indication of a commitment to subsidize a price reduction  
4 for at least one item available from a merchant, said commitment having an  
5 associated qualifying action;  
6 receiving an indication of a completion of said qualifying action; and  
7 providing a subsidization amount.

1 83. The method of claim 82, further comprising:  
2 determining a price reduction amount to subsidize for at least one item  
3 available from said merchant.

1 84. The method of claim 83, further comprising:  
2 providing an indication of said price reduction amount.

1 85. The method of claim 82, further comprising:  
2 receiving an indication of an initial price for at least one item available  
3 from a merchant.

1 86. The method of claim 82, wherein said subsidization amount is based on said  
2 price reduction amount.

1 87. The method of claim 82, wherein said subsidization amount is provided to at  
2 least one of the following:

3 a merchant; and  
4 a customer.

1 88. The method of claim 82, further comprising:  
2 receiving a request to subsidize a customer purchase.

1 89. The method of claim 82, further comprising:  
2 providing an indication of an allocation of said subsidization amount.

1 90. The method of claim 82, wherein said indication of said commitment includes  
2 an indication of said subsidization amount.

1 91. The method of claim 82, further comprising:  
2 determining said subsidization amount.

1 92. A system for adjusting the price of at least one product, comprising:  
2 a memory;  
3 a communication port; and  
4 a processor connected to said memory and said communication port,  
5 said processor being operative to:  
6 provide an indication of a plurality of products, each of said  
7 plurality of products having an initial price;  
8 provide an indication of a price adjustment;  
9 provide an indication of a subsidy offer associated with said  
10 price adjustment, said subsidy offer including at least one qualifying  
11 action; and  
12 determine a second price for at least one of said plurality of

13 products.

- 1 93. A computer readable medium for use in a pricing system, the computer  
2 readable medium storing a computer program comprising:  
3 computer readable means for sending an indication of a plurality of  
4 products, each of said plurality of products having an initial price;  
5 computer readable means for sending an indication of a price  
6 adjustment;  
7 computer readable means for sending an indication of a subsidy offer  
8 associated with said price adjustment, said subsidy offer including at least one  
9 qualifying action; and  
10 computer readable means for establishing a second price for at least one  
11 of said plurality of products.

- 1 94. An article of manufacture, comprising:  
2 a computer usable medium having a computer readable program means  
3 embodied therein for operating an information system, the computer readable  
4 program means in said article of manufacture operable to:  
5 provide an indication of a plurality of products, each of said  
6 plurality of products having an initial price;  
7 provide an indication of a price adjustment;  
8 provide an indication of a subsidy offer associated with said  
9 price adjustment, said subsidy offer including at least one qualifying  
10 action; and  
11 determine a second price for at least one of said plurality of  
12 products.

- 1 95. An apparatus, comprising:  
2 means for sending an indication of a plurality of products, each of said



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